

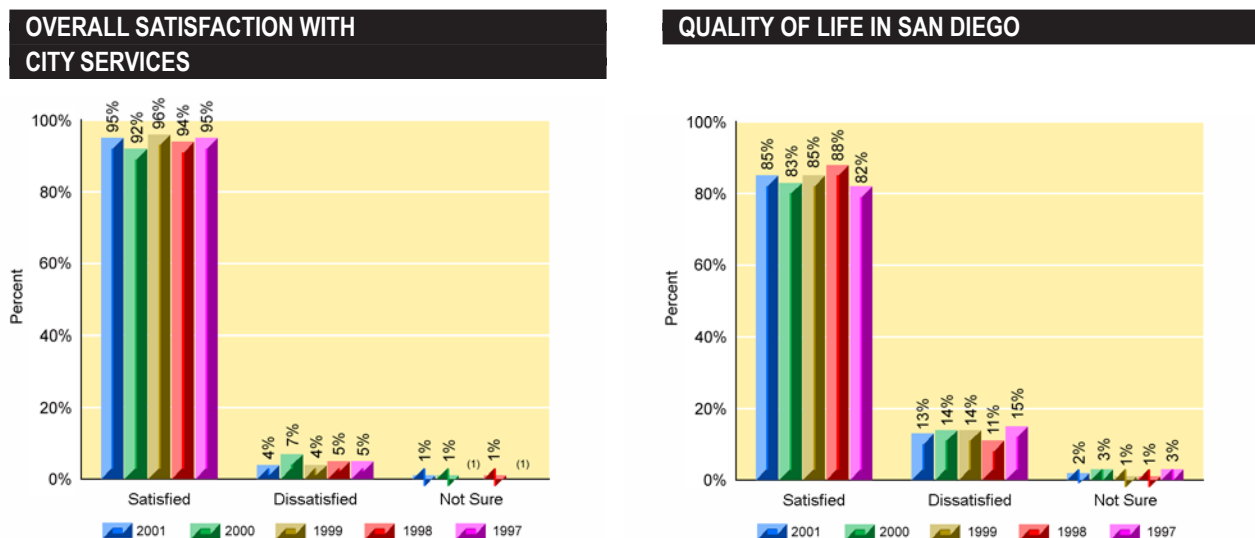
## Appendix A

### Resident Satisfaction Survey

The City of San Diego commissions a study annually to measure residents' satisfaction with City services. More specifically, this effort addresses the following issues:

- Attitudes about the quality of life in San Diego
- Overall satisfaction with the City's performance in providing services
- Satisfaction with 34 specific City-provided services
- Utilization of selected City-provided services and facilities
- Attitudes about safety in the City of San Diego
- Residents' demographics

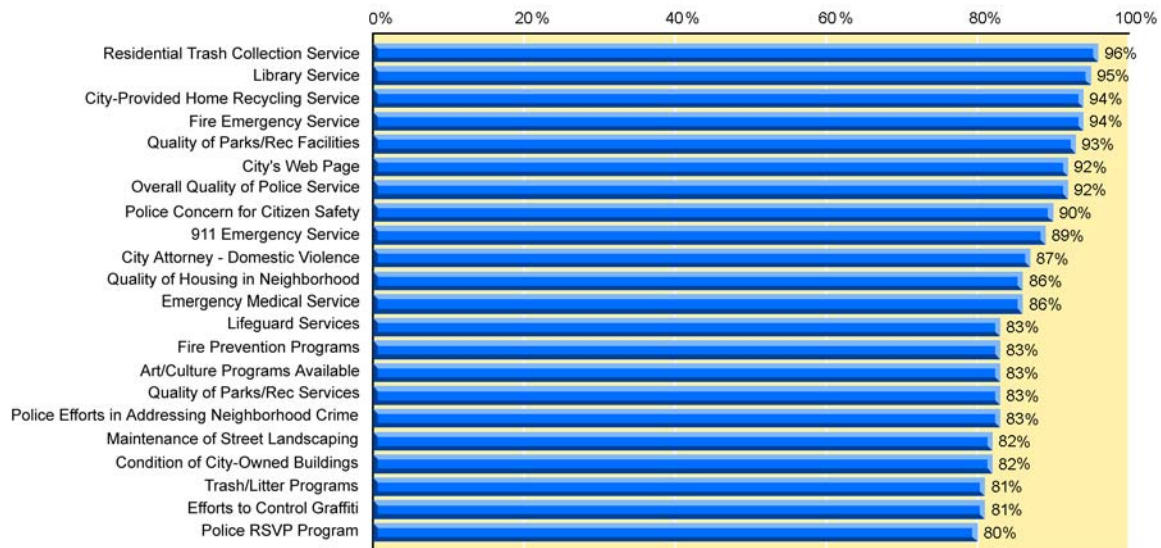
This study represents the seventh annual Citywide resident satisfaction study conducted for the City of San Diego. Where appropriate, comparisons are made to the prior studies conducted yearly from 1997 through 2001. The information contained in this report is based on 600 in-depth interviews conducted with a representative cross-section of San Diego residents.



## Appendix A

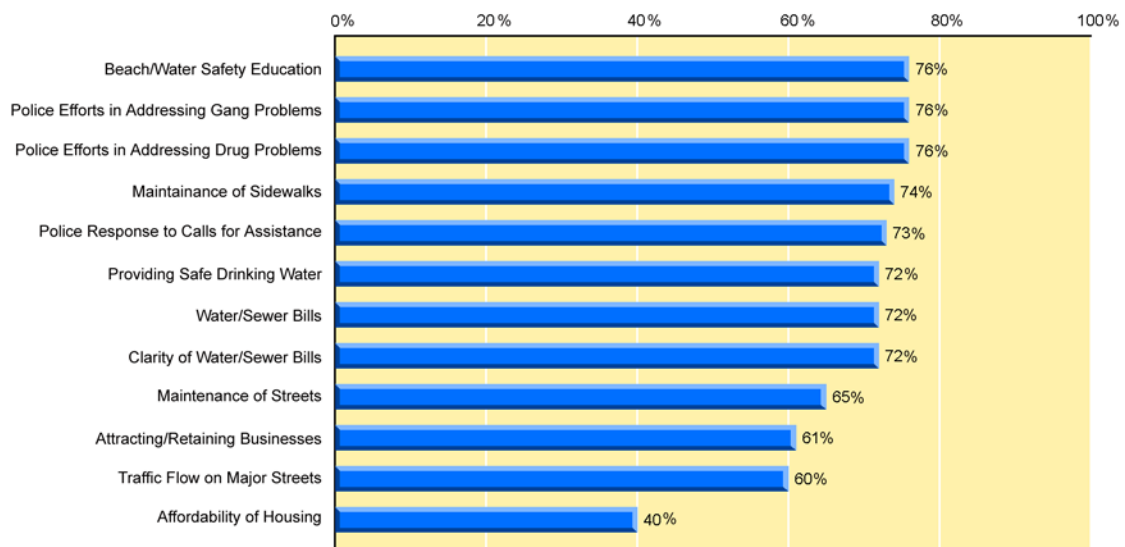
### SATISFACTION WITH CITY SERVICES (TOP RATED)

Percentages represent the combination of “Very Satisfied” and “Somewhat Satisfied” response with the exception of “Fire Emergency Service” and “911 Emergency Service,” which represent the combined percentage of “Very Confident” and “Somewhat Confident” response.



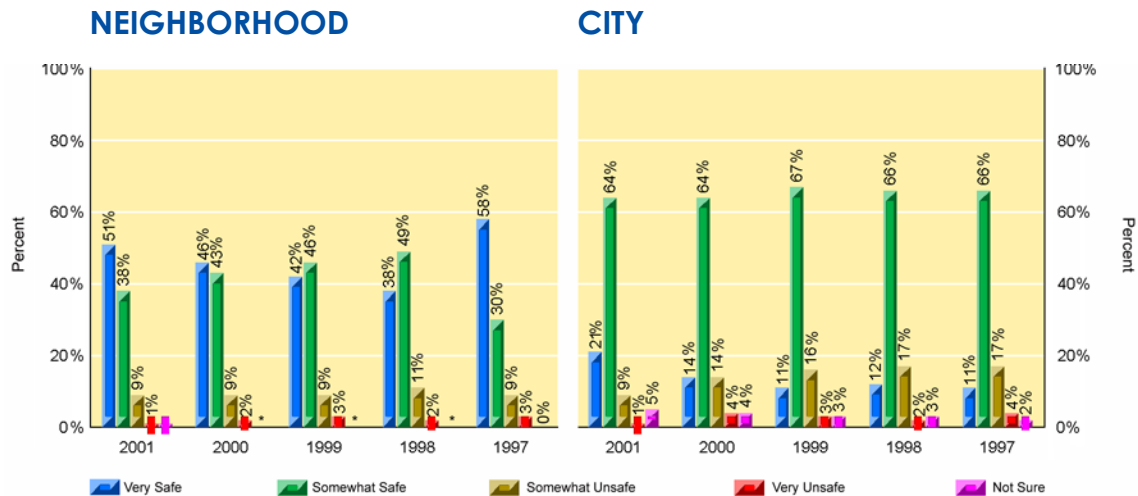
### SATISFACTION WITH CITY SERVICES (OTHER SERVICES)

Percentages represent the combination of “Very Satisfied” and “Somewhat Satisfied” response with the exception of “Attracting and Retaining Business and Jobs”, which represent the combined percentage of “Excellent” and “Good” responses.



### EVALUATION OF NEIGHBORHOOD AND CITY SAFETY

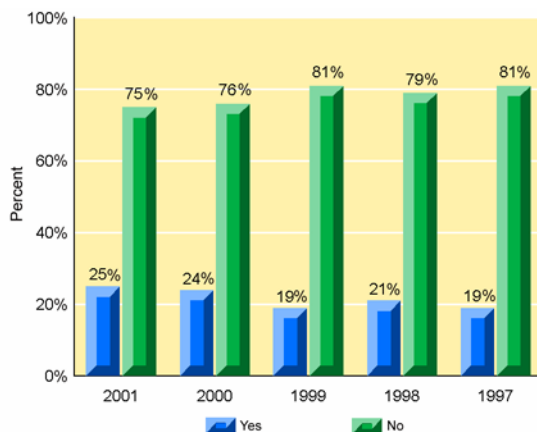
Eighty-nine percent of residents reveal they feel safe in their neighborhood while 85 percent feel safe in the city as a whole. Each of these ratings is virtually unchanged from the 1997 study.



\*Less than 0.5%.

### ATTENDANCE AT COMMUNITY PLANNING GROUP MEETINGS

About one in four residents (24 percent) indicate they have been to a community planning meeting in their neighborhood during the past five years. This is the highest figure recorded in the past four years.



## Appendix A

### Respondent Demographics

GENDER	Survey Sample	City of San Diego <sup>(1)</sup>	YEARS IN SAN DIEGO	Survey Sample	City of San Diego <sup>(1)</sup>
Male	50%	50%	5 or less	25%	N/A
Female	50%	50%	6 to 15	28%	
	100%	100%	Over 15	47%	
				100%	
AGE			EMPLOYMENT		
18 to 34	36%	39%	Employed	63%	N/A
35 to 49	32%	30%	*Not working	22%	
50 to 64	18%	17%	Retired	15%	
65 or over	14%	14%		100%	
	100%	100%			
ETHNICITY <sup>(2)</sup>			HOME		
White	55%	54%	Own/buying	52%	51%
Hispanic	28%	28%	Rent	48%	49%
Asian/Other	9%	10%		100%	100%
African American	8%	8%			
	100%	100%			
INCOME					
Under \$25,000	24%	27%			
\$25,000 to \$34,999	20%	14%			
\$35,000 to \$49,999	17%	19%			
\$50,000 to \$74,999	20%	20%			
\$75,000 or over	19%	20%			
	100%	100% <sup>(2)</sup>			

\*Homemaker, student, unemployed

<sup>(1)</sup> 2000 US Census

<sup>(2)</sup> Sandag estimate, 1999